

Ticket Marketing at the End of the Skin Care Class

Information learned from Executive Sr. Sales Director Cindy Machado & NSD Dacia Wiegandt

Do individual close, sell product, book follow-up appt and don't fill orders until after ticket marketing game is over. Class can't be too long or you're going to lose them.

I'm going to do one more thing: I'm going to do my ticketing marketing game and give away the gift in the center of the table. I truly believe every woman needs to hear about the Mary Kay Career Opportunity at least once and I know that this probably isn't for you, but my director has challenged me to share this information with 10 women this week.

Ok you guys - this is what I'm going to do - I'm going to tell you four qualities that make good consultants, how we make our money, four reasons why women start with MK and then I'm going to ask the questions and you will get tickets for each question that you answer.

Here are the four qualities that I have found that make a great consultant:

ONE

The first characteristic is **BUSY**. I have found that busy people make the best consultants because they are the most reliable and they are around a lot of people. I used to avoid sharing this opportunity with this type of person, because I thought she was too busy. But I found that "busy-ness" is a character trait, really - busy people like being busy, they are influencers - and they want to make a difference. They want to do things that will add value to their lives and they do this business because they see how it can add value to their families' lives.

Have you ever found that when you are busier, you get much more done? Well, busy women who become consultants sometimes can't even imagine where they will fit Mary Kay in...but they get the starter kit because they see the logic behind it, and then play around with it to see if they even want to make more time for it. Usually, they do so well with this because they take it with them wherever they go.

TWO

The second quality is someone who is **not the sales type** - I don't want to be around people who are pushy and quite honestly, I don't want them on my team. They tend to make me feel very uncomfortable. I want someone who loves the product, who likes people, and who can speak from the heart, so they feel natural telling others about it. They have the other person's best interest in mind. Have you ever found a great restaurant or shoe sale? What do we do? We tell everyone - 'oh my gosh - you have to go and check out this restaurant - it's the best!' or - 'did you see these shoes? They were such a bargain - and so comfortable.' I've got news for you - that is called selling! But it is selling from your heart - you just want to share something you believe in.

THREE

The third quality is someone whose **family is really important to them**. They want to be there for their kids, yet they also want to help provide for the family. These are the women who say 'I want to be home with my kids and yet I want to grow myself. I really want to be there for my kids, and I want to be a great mentor'. These women want to really have it all, and they tend to make fantastic consultants.

FOUR

The fourth quality is someone who has **a little more month left over than money** - they tend to be great consultants because they treat it like a business. They need the income and they work it consistently. Believe me when I say that this business works when you do. There are more women making over \$100,000 in Mary Kay Cosmetics than in any other single business in this country.

Here's how we make our money (quick version):

1. Sell the product! We buy our products at wholesale - **which is 50% off the retail price!** We can then turn around and sell it to our customers for double the price we paid for it. We sell a product that is CONSUMABLE which is a very smart thing when looking at this from a business perspective!

2. Car Program:

- Red Pontiac Vibe or up to \$375 cash per month
- Platinum Grand Prix or up to \$500 cash per month
- Pink Cadillac or up to \$900 cash per month

3. Sharing the Mary Kay Opportunity - Commissions and bonuses received from the company:

- 4% all the way up to 26% commission as a sales director
- This is not a pyramid company. All commissions are paid directly from the Company to the consultant or director in the form of a bonus check. It is never taken out of a recruit's pocket and does not ever influence a recruit's income. These commissions are paid on a monthly basis for as long as the recruit and recruiter are active (order \$200 wholesale once every 3 months) with the company.

Other advantages

- Prizes and Recognition - diamonds, jewelry, things for your home and office, trips, cars, etc.
- Tax Benefits and Deductions - because you own your own business, you are eligible for tax deductions. Please see your accountant for all the details (possible deductions include: mileage for business related trips, long distance telephone calls for business, travel for business, business supplies, office supplies, postage, office in the home)
- No territories
- No franchise program
- No quotas
- Full training program
- Family Security Plan - NSD (National Sales Director)

Investment Required

- \$100 Starter Kit plus your local tax and shipping (Contains almost \$500 worth of training materials, full-sized retail products for demonstration, and facial/skin care class supplies)
- Inventory - Optional but recommended
- 90% buy-back guarantee from the Company - take 10% chance on yourself and MK takes a 90% risk on you!

Now, here are the four REASONS why women do this business:

ONE

For FUN. No quotas? No territories? No boss? This sounds like fun to me...You can't deny that every girl once in awhile just likes to get together with her girlfriends, have fun, and play make up whenever they want to. This consultant likes to go to the makeup parties, and get her fun stuff at cost. She gets all the goodies that we get as consultants and gains positive friends while she makes a little mad money.

TWO:

For flexibility: These women want some flex money - you know, just some stash cash for when you're eyin' that Coach handbag you want and don't want to be questioned about it - or you just want to have some play money without having to get a part time job, because you only need it once in awhile, and you really don't want to be on anyone else's schedule or clock. They build a little circle of customers and service them every few months when our Company sends out our Look Catalogues to make a little extra money. Almost every product comes in sample form, and with our websites and Company mailings, it is easy and flexible.

THREE:

The third reason that women do this business is for the money. These people want to work part time to maybe supplement their income but they don't want to answer to one more person. These people actually do this as a business. These consultants might dedicate about 8-12 hours a week to their business. If someone tells me they are willing to dedicate 8-12 hours a week, I can get them into a free car and earning about \$20-25,000 per year. Now, full time gals are going to be your sales Directors, and on average, our Cadillac driving sales directors are making somewhere between \$75,000 and \$200,000 per year.

FOUR:

Now...get ready for this reason - the fourth reason why women do this business - I think it's the most powerful reason and put simply, it is HOPE. You see. What happens is you *listen* and then you **THINK**. You think...oh I can't really see myself doing this, and I don't know what my husband or my friends would say and I don't know where I would find the time...but **WHAT IF?** What if I could be at home and have it all? What if I could earn a free car? What if I lost my job? What if my husband loses his job? What is my backup plan? Reality tells me that most women will need a back up plan, and most women don't have one. And if you think it is frightening and stressful living paycheck to paycheck, how frightening and stressful would it be living with no paycheck? Do you have a backup plan? Mary Kay is a business that offers **HOPE**. I tell you this because I believe that all women deserve to hear about this.

OK - now I'm going to ask you some questions and you will get a ticket for answering each one.

- **The first one is: Out of all the information I just went through, what appealed to you the most?**
- **The second question is: What would be your biggest concern about starting a MK business?**
Go through each concern that's mentioned.

Do the drawing for the gift.

Hand out some type of marketing profile to get their number on 1-10 scale. The last question is on a scale of 1 to 10, 1 being I would never do this even if my children were starving and 10 being I think I want to try it - where are you?

Go get their product. Then as you hand them their product, check their number and have them take home the folder including a DVD of additional company information. Set the time you will follow-up with her on the DVD and let her know if she watches it she'll get a free eye color and if her husband watches it too, she'll get two free eye colors.